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# CITY OF LODI COUNCIL COMMUNICATION

**AGENDA TITLE:** Discussion and Appropriate Action Regarding Termination or Restructuring of the New Year's Eve Kids' Night Out event.

**MEETING DATE:** September 1, 2004

**PREPARED BY:** Interim City Manager

**RECOMMENDED ACTION:** That Council discuss and take appropriate action regarding termination or restructuring of the New Year's Eve Kids Night Out event.

**BACKGROUND INFORMATION:** The New Year's Eve Kids Night Out event, originally touted as the "Millennium Kids' Night Out" to commemorate the Year 2000 (Y2K) celebration, is now entering its sixth year. What initially was created to celebrate the beginning of a new millennium evolved to become an annual event held for the past 5 years. This event, historically coordinated by the Lodi-Tokay Rotary Club and WhyteHouse Productions, and funded in great part by the City of Lodi, is now before the Council for two reasons.

First, the Lodi-Tokay Rotary Club, which also coordinates the Oooh Ahhh Festival, has indicated that they are not interested in coordinating the event this year.

Second, the City of Lodi, despite having a balanced budget, is experiencing fiscal challenges and staff is continually evaluating optional expenses. The City contributes \$18,000 to the Club to cover fireworks and children's games, rides, activities, etc. (attached is a copy of the 2003 Kids' Night Out budget) In addition, the Electric Utility Department contributes \$1,000 as a sponsor of the event.

This leaves the City with a number of options:

1. Terminate the event
2. Suspend the event this year and re-evaluate annually during the budget preparation season
3. Restructure the event and partner with another organization to coordinate and run the event
4. Contract directly with an event coordinator

Staff will discuss the pros and cons of each option during the Council meeting. Furthermore, members of the Lodi-Tokay Rotary Club will be present to respond to questions and comments from Council.

**FUNDING:** Not applicable

  
Janet S. Keeter  
Interim City Manager

Attachment  
JSK/sl

APPROVED:   
Janet S. Keeter, Interim City Manager

# Celebrate Lodi Kids Night Out

## December 31, 2003

DESCRIPTION	Budget 2002	Actual 2002	Description	Budget 2003
<b>INCOME</b>				
Admission	\$ -		Free to all ages	
Beverage	\$ -		No sales	
Booth Sales & Vendor Income	\$ 375.00	\$ 125.00	Gordon Toy Company	\$ 450.00
Utilities	\$ -		No sales	
City of Lodi - Sponsor	\$ 18,000.00	\$ 18,000.00	Sponsorship - same as 1999	\$ 18,000.00
Merchandise Sales	\$ -		No sales	
Event Food Sales	\$ -	\$ 125.00	Lockeford Meats	\$ 450.00
		\$ -	Fun & Games Rentals	
Other Sponsors	\$ 2,500.00		Local businesses	\$ 3,500.00
		\$ 200.00	Lodi Chamber	
		\$ 200.00	Guaranty Bank	
		\$ 750.00	Lodi Tokay Rotary	
		\$ 200.00	Lodi Electric Utility	
		\$ -	Buy 4 Less - Chocolate Trade	
		\$ 100.00	David Vacarezza	
		\$ 500.00	Bank of Stockton	
Total Other Sponsors				
<b>TOTAL INCOME</b>	<b>\$ 20,875.00</b>	<b>\$ 20,200.00</b>		<b>\$ 22,400.00</b>

**EXPENSES**

Advertising Expense	\$ 700.00	\$ 780.50	Display Advertising, flyers, artwork	\$ 800.00
Beverage Expense	\$ 300.00	\$ -	Hot Chocolate - Trade w/ Buy 4 Less	
Vendor Expense	\$ 90.00		Health Department permit fee	\$ 93.00
Children's Games & Rides	\$ 6,500.00	\$ 6,500.00	Games, rides, activities	\$ 6,500.00
Face Painters	\$ 550.00	\$ 300.00	Free face painting for everyone	\$ 350.00
Balloon Artists	\$ 250.00	\$ 175.00	Free balloons for everyone	\$ 250.00
Musicians	\$ 1,400.00			\$ 1,400.00
James Greable		\$ 200.00	DJ	
Boom Boom Productions	\$ 5,500.00	\$ 5,500.00	Fireworks at end of evening	\$ 5,500.00
Utilities Expense - On Site	\$ -		No expense anticipated	
Sponsor Expense	\$ -		No expense anticipated	
Merchandise Expense	\$ 750.00	\$ 606.66	Free gifts for children	\$ 750.00
Food Sales Expense			No expense anticipated	
Rental Expense - Port-o-lets	\$ 800.00	\$ 710.00	Increase portolets from 2001	\$ 800.00

# Celebrate Lodi Kids Night Out

## December 31, 2003

DESCRIPTION	Budget 2002	Actual 2002	Description	Budget 2003
Parking & Shuttle Expense				
Event Food Sales Expense				
Site Expenses - Misc.	\$ 500.00		Misc Rentals, supplies	\$ 500.00
		\$ 54.00	Dinner for Last Chance	
		\$ 24.00	Soda & Water for volunteers	
		\$ 9.15	Fuel for gas blowers	
		\$ 36.00	Supplies	
		\$ 100.00	Staff - postings, deliveries	
		\$ 85.00	Rentals	
		\$ 30.00	Large garbage bags	
Office Expense (postage, print, et	\$ 35.00		Miscellaneous office expense	\$ 50.00
		\$ 8.14	Postage	
		\$ 8.95	Printing - No parking signs	
		\$ 18.80	Photocopies & print-outs	
		\$ 22.16	Posterboard, office supplies	
		\$ 19.36	Telephone	
Volunteer Donation - Clean up	\$ 500.00	\$ 450.00	Last Chance donation to clean site	\$ 750.00
<b>TOTAL EXPENSES</b>	<b>\$ 17,875.00</b>	<b>\$ 15,637.72</b>		<b>\$ 17,743.00</b>
WhyteHouse Productions	\$ 3,500.00	\$ 3,500.00	Management Production Cost	
		\$ 1,865.00	Additional time @ \$100 per hour	
		\$ (865.00)	<Less Professional Discount>	
		<u>\$ 4,500.00</u>	Total Production Cost	
<b>TOTAL EVENT EXPENSES</b>	<b>\$ 21,375.00</b>	<b>\$ 20,137.72</b>		<b>\$ 17,743.00</b>
<b>Balance</b>	<b>\$ (500.00)</b>	<b>\$ 62.28</b>	Event Management Fee	<b>\$ 4,657.00</b>
Additional clean up (12/31/2002)	3.50			
Pick up & store GM toys (trip 1)	2.75			
Pick up & deliver GM toys (trip 2)	4.15			
Deliver toys from trip 1	1.50			
Additional clean up (1/2/2003)	1.25			
Meeting with Westbrook / Weybret	1.00			
Time required to move event	4.50			
<b>Total Additional Time</b>	<b>18.65</b>	Hours		